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Dean Kay, the first of Kellogg's Summer-Mums gives beautiful flowers by the hundred in the late summer, just when you need them most.

"Summer-Mums" is not a plant name it is a trade-mark which applies only to plants of this group, as sold by the R. M. Kellogg Company, Three Rivers, Mich. It must not be used by any other firm or individual engaging in the nursery business. The variety name for the plant shown here is Dean Kay.

Hundreds of Blooms

Just imagine this new flower in your garden. Dean Kay Summer-Mum gives you loads of big radiant blooms, starting in July when flowers are scarcest everywhere! Flowers continue by hundreds until stopped by heavy frost—light frost will not stop them.

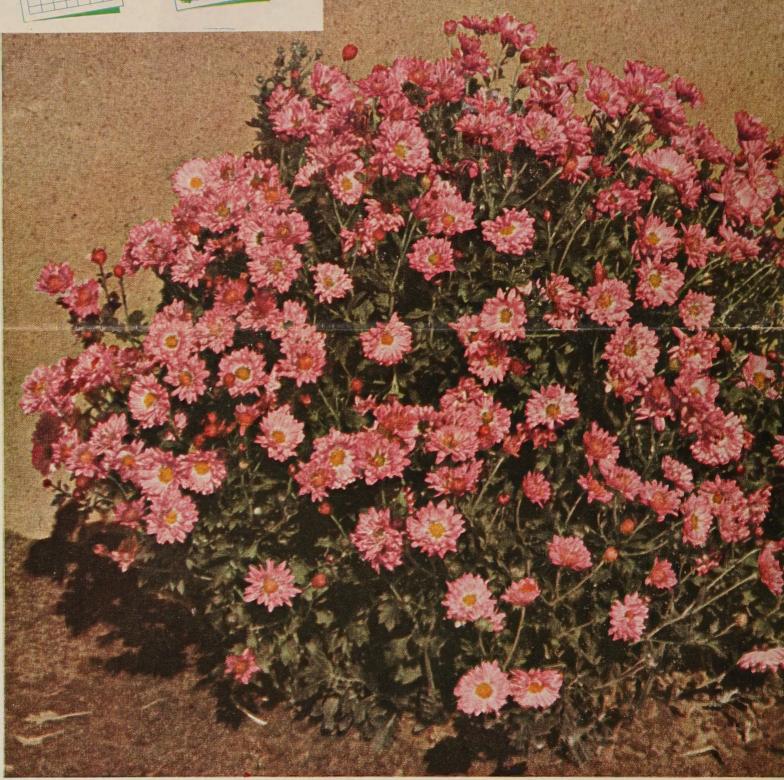
Not only does Summer-Mum Dean Kay bloom in the summer — when flowers are scarce—but it produces blooms by hundreds as shown in the picture at the right. Summer-Mum Dean Kay is a close rival to Azaleamum in the quantity of blooms produced — and flowers are uniformly rich in coloring. There are very few flowers that can rival Summer-Mum Dean Kay in the richness and beauty of its pink blossoms.

Flowers are excellent for cutting, and ideal for landscaping because of the very many blooms produced.

Very Hardy!

Summer-Mum Dean Kay has been tried in the various parts of the United States, including Maine, and has been found EXCEPTIONALLY HARDY.

PRICES: Strong pot-grown plants with ball of earth on roots, 75c each; 2 for \$1.45; 4 for \$2.85.



The picture above shows the exceedingly large number of blooms you will get from a single Dean Kay Summer-Mum. A single plant will produce several hundred flowers at a time.

Important

Take a look at the Dean Kay blossoms shown in the group at the left. The picture above was taken outdoors where lighting—so important to good color photog-

raphy—was poor. The picture at the left was taken under ideal conditions, and shows the correct color quite accurately.

Strong pot-grown plants with ball of earth on roots, 75c each; 2 for \$1.45; 4 for \$2.85.

How Much Would Your Florist Charge?

Dean Kay gives you an immense value for your money. One plant will produce several hundred blooms—five hundred blossoms to a plant would be a conservative estimate. In fact, often plants will have that many flowers open all at one time, and the plant continues to bloom for weeks.

How much would your florist charge for forty dozen flowers? That would be 480 blooms. Could you get them for 75c, the price of a single Dean Kay plant? Less than two cents per dozen. The same flowers bought of your florist might cost you as much as \$1.00 per dozen, depending on locality.

Give Your Garden the Pretty Blues

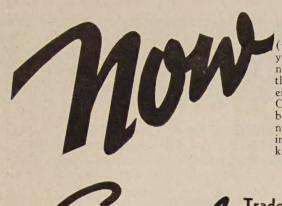
Your garden needs the pretty blues—not just the blues, but the pretty blues, for they help other flowers to appear more brilliant and charming. Blue Flax, on page 7 of this folder, is lovely; and here is—

Blazing Star 4 for \$1.00

(Liatris pycnostachya—Kansas Gay Feather.) Not content to beautify the summer months only, this flower can be used for dried bouquets during the winter. Blooms in August and September. Beautiful, tall, lavender blue, plumy spikes, 2 to 4 feet high. Very hardy. PRICES: 3 for 75c; 4 for \$1.00; 5 for \$1.15; 10 for \$2.15.

Blossoms of Dean Kay are about two inches across, and uniform in color. Long, sturdy stems; strong, healthy foliage—exceptionally hardy everywhere. Plants get as high as 2½ to 3 feet, and often grow 3 to 4 feet across. They are literally loaded with hundreds of blooms at one time throughout the season.

[2]



The word "Gardenula" (pronounced Gar-deenyula) is a trade-mark, and not a plant name. It is the full trade-mark property of the R. M. Kellogg Company, and must not be used by any other nursery, firm or individual in offering plants of any kind for sale.

Prices

Strong, potted plants with ball

of earth on roots.

1 for \$0.65

2 for 1.10 4 for 2.00

HARDY!

Pronounced Gar-deen-yulas

Do you like Gardenias? You do, but probably you have never been able to grow them. Now, Kellogg offers a new type of Campanula with blossoms almost exact duplicates

of Gardenias in form, yet just

Blue Gardenia

duced the famous Azaleamum nearly ten years ago. The color is a delicate blue, and flowers occur almost the entire length of the 30-inch-high stems. Five to eight flower spikes per plant. Foliage beautiful dark green, leathery. Blooms from mid-June to mid-July. Unlike most Campanulas, "Blue Gardenia" is a perennial; blooms year after year without replanting. For each of the three years we have offered Campanula "Blue Gardenia" to garden lovers, we have had to disappoint those who ordered late. Send your order early.

R. M. Kellogg Co.

Mich.



Gardenula "Bluette" possesses the same health and vigor as "Blue Gardenia" and the same hardiness. Like "Blue Gardenia" it is a perennial and blooms year after year without replanting. These Gardenulas are a new type of flower and should be in every gar-

PRICES: Strong, potted plants with ball of earth on roots.

1 for \$0.65 2 for 1.10 4 for 2.00

Insects hardly bother Gardenulas at all, and they easily stand temperatures well below zero. Bloom year after year without replanting. Easy to grow in average garden soil with good drainage. Again we

Hardy

emphasize, not biennials like most Campanulas, but perennials-bloom year after year without replanting.

PRICES Strong, potted plants with ball of earth on roots.

1 for \$0.65 2 for

Many customers will consider "Bluette" an even more beautiful flower than Gardenula "Blue Gardenia." We call it "Bluette" because there is just a little blue-not all-over blue like "Blue Gardenia."

Culture

Plant Gardenulas 12 to 15 inches apart, in good rich soil; ordinary mois-ture requirements, full sun.

full sun.
Note: Gardenulas
"Blue Gardenia,"
and "Bluette" are
not related to Gardenias. They are
Campanulas with
flowers of the same
beautiful form as
Gardenias.

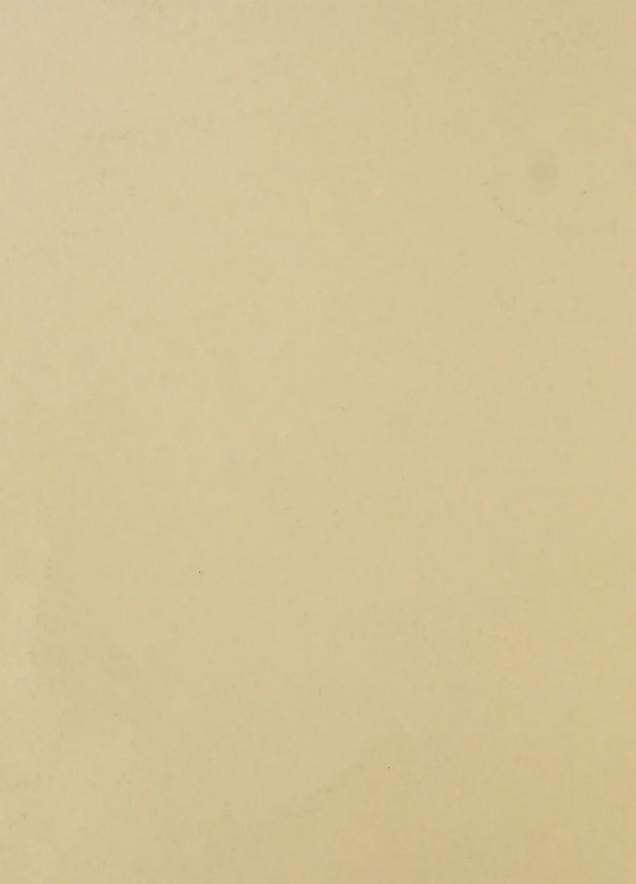
We have tried to capture the rare beauty of Gardenula "Bluette" in the color picture, but assure you that the flowers are even more beautiful than the picture. For the most part the flowers are a fine, delicate white, lightly tinged with blue. Otherwise the flowers are identical with its companion plant, Gardenula "Blue Gardenia."

Bargain

Why don't you try both varieties? Here is a special offer:

3 Gardenula, "Blue Gardenia"\$1.65 3 Gardenula, "Bluette" 1.65

Total Value\$3.30



Azalea, bence leamum Azalea, bence leamum Azalea Az Comes in Seven Beautiful Colors

Each color blooms just like the Summer Sunset—hundreds and hundreds of blossoms—a glorious mass of color. Any one will give you a marvelous display of loveliness. Azaleamums arouse envy and wonder wherever seen. Azaleamum Golden

(Plant Patent No. 368)

- Wonder

Flowers are beautiful golde yellow as shown and are produced in great masses just like the Pink Azaleamum, get 3 to 4 feet across and 1½ to 2 feet tall. Hundreds of blossoms open at one time. Starts blooming usually in August and continues until frost. HARDY! PRICES: 65c each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.

600 BLOSSOMS TO A PLANT or more—many customers say over a thousand—a few have had over two thousand. That is what the marvelous Azaleamum will do for you. The large picture below shows the newest of Azaleamum varieties (Azaleamum Summer Sunset) in full bloom. There are also the red Santa Claus, shown at the left, and five other varieties. Individual blossoms of the five other varieties as shown clustered around the large picture. This makes a total of seven beautiful colors.

Azaleamum Bronze Beauty

Ingitien to a beautiful golden shade. All these colors are on the plant at one time, giving a most beautiful effect. Later all the flowers turn to bronzy yellow, HARDY! PRICES: 65c each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.

Glorymum

(Plant Patent No. 251)

Here's beautiful golden yellow for you in rich masses so amazing you can hardly believe your eyes. We have seen many beautiful yellow flowers, but we doubt if any will surpass Golden Glorymum in grandeur and beauty of coloring. And not only is the color beautiful, but it is produced in great abundance. Golden Glorymum produces a huge plant 3 to 4 feet across, and every bloom is a marvel of beauty. They are delightful in bouquets and still you have plenty in your garden. Can't you imagine the excitement it is going to create among all who see it growing for you! Everyone will ask where you got it and what is its name. PRICES: Strong, pot-grown plants with ball of earth on roots, 65c each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.



(Plant Patent No. 204)
Really one of the most beautiful flowers you ever saw. Blossoms first open a very delicate pink, then as they become fully open this turns to white with faint yellow center, giving the effect of a beautiful snowdrift tinged with the rays of the setting sun, when plant is in full blossom. Every garden should have the White Azaleamum. HARDY! PRICES: 65c each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.

Azaleamum, Cameo Queen

yellow center. Has produced nearly 3,000 flowers on one plant first year. HARDY! PRICES: 65c each; 2 for \$1.25; 3 for \$1.85; 4 for \$2.45.

Azaleamum, Magic White

Santa Claus

AZALEAMUM startled and amazed the flower world when

Summer Sunset

there is a plant which literally seems to shimmer and glimmer in the sun like a magnificent jewel, when covered with its hundreds of blossoms. These vary in shade from rich apricot to light orange, and as the season advances take on shades of buff or fawn, which gradually change to a suffusion of deep rose or coral, underlaid with traces of mauve or corchid. Can you imagine the beautiful effect of so many harmonizing colors appearing all at one time?

Sunset is a continual surprise to the surprise to some the season and the surprise to the surprise to some surprise to the surprise to some surpr



Sunset is a continual surprise to you. It does not tire you with one color alone, but has a variety of colors, and each color is glorious and beautiful.

The buds are a rich red just before opening, giving an amazingly beautiful contrast with the open flowers and dark green foliage.

Very early blooming, will start about the first of August or earlier, depending upon the season. Prices: Plants out of 2½-inch pots with ball of earth on roots, \$1.00 each; 2 for \$1.85; 3 for \$2.70; 6 for \$5.25.

Bargans Everyone loves a good bargain. We offer you some re-

winter-even more blossoms the second year than the first.

first introduced in 1933. It has now become famous all over the United States and in many foreign countries. It will bring exclamations of wonder and delight from all who see it in your garden.

No other flower compares with Azaleamum in quantity and beauty of blooms. If you should have only a dollar or two to spend

on flowers, buy Azaleamum, for Azaleamum gives you more flower

The abundance of blossoms is almost unbelievable. Plants,

although small when first planted, reach the size of a washtub by September, first year, and are completely covered with beautiful flowers. No plant has ever more satisfactorily fulfilled the hopes of

Order Now!

Don't delay in sending your order for we have only a limited

supply of these beautiful flowering plants. Thousands of people will rush their orders to us immediately and you, too, must rush yours

Hardy! All Azaleamums and Glorymums are hardy perennials—live through the

value for your money than any other plant you can buy.

IMPORTANT

or you will be disappointed.

Here are some special offers that will save you money. Friends and neighbors will exclaim at the beauty of Azaleamums and Glorymums in your garden. Don't omit them from your order.

5 Azaleamums \$3.15

6 Azaleamums \$3.75 7 for \$4.25

14 for \$8.35

4 for \$2.25

Azaleamums Bloom Early

These beautiful plants usually start blooming luring August, and continue until stopped by frost. They are a fitting climax to your summer garden. No flowers could end your summer more beau-



8 Pacific Pacific \$200

Why pay big prices for Double Del-phiniums when you can get them for half? These Pacific Hybrids will be nearly all double. You should get five or six doubles, or more, in the eight, in a wide range of colors from light blues and lavenders to dark blues and purples. Occasionally there will be a white. We cannot allow choice of colors as these are hybrids.

Kellogg's Dazzler, the new improved hardy, everblooming Carnation is the heaviest blooming, most gorgeous and largest flowering hardy Carnation ever introduced. Foliage is dark olivegreen and each plant produces 20 to 30 strong, 15- to 20-inch blooming stalks supporting flowers. ers in great profusion. 40 to 50 bright crimson flowers open at one time on each plant. The blooms are richly clove-scented, deep crimson in color, and the plant blooms continually from the middle of June to late October. Will bloom all winter if potted and put in medium warm room.

winter if potted and put in medium warm room. Plant grows nearly as large as a bushel basket first season, and it's hardy, too; stood 15 degrees below zero without injury. Blooms first year.

Dazzler is the gem of the rockery, the dazzle of the flower garden, the king of the border, and the greatest of all flowers for group planting.

Glorify your garden with Kellogg's Dazzler, the brightest red and most dazzling flower of all time.

brightest red and most dazzling flower of all time. PRICES OF DAZZLER CARNATION

6 for \$1.85 Potted

Or, other quantities as follows: 40c each; 3 for \$1.00; 6 for \$1.85.

PRICES

Hybrids, no color choice.

4 for \$1.15 8 for 2.00

Better order your

Delphiniums early

this season, as we

have only a limited supply. Delphiniums

are among the most beau-

tiful of garden flowers.

They furnish you with the pretty

blues that you need so badly to

make your garden attractive, and

they are one of the best back-

ground plants. You need them

Hollyhock \$ | Orange Prince

Orange Prince

Careful there! Don't burn your fingers! Red Hot Poker does look hot, doesn't it? Yes, it is just like a real, glowing, red hot poker. 3 to 4 feet high. Blooms August to October, when fiery color is needed. Plant 15 to 18 inches apart; well drained soil; ordinary moisture; sun; mulch in winter. PRICES: 35c each; 2 for 55c; 4 for \$1.00.

Deep fiery orange in the crevices, shading to a lighter creamy orange at the edges. Grows 6 to 8 feet. Blooms June and July. Plant 18 to 24 inches apart; ordinary well-drained soil; ordinary moisture; sun; mulch in winter. PRICES: 30c each; 3 for 80c; 5 for



Red Hot Poker

(Tritoma



Red Hot Poker

R. M. Kellogg Co. Three Rivers, Mich.

in your garden.

LOGG'S Aristocrat Alacl Collection At least ten different varieties will be given, and probably more, so that you will have a beautiful color range—

reds, whites, mauves, pinks, yellows, and all the fine colors of Gladioli.

> Last year \$3.35—now only \$2.65—that's the good news about Kellogg's Aristocrat Glad Collection. Collection composed entirely of varieties priced in our catalog at \$3.85 per hundred by variety. You save \$1.20.

OU will ask how we can make this amazing offer. These bulbs will be varieties of our own choice, and unlabeled, although guaranteed to come from the Aristocrat group. By handling the collection in this way, we can fill your order out of our surplus stocks of the Aristocrat varieties, and the advantage of keeping the stocks balanced in this way is so great, that we make

Every bulb in this collection will be choice blooming size, hardy and robust, with plenty of vitality to produce loads of large beautiful flowers this year. They will be the same size bulbs that you would get if you ordered by variety from our catalog at the much higher prices quoted there.

Don't overlook the saving of \$1.20 that you make by ordering this collection.

Order Early!

A conservative estimate says that we will not have enough bulbs to fill all orders of this fine collection, so we advise you to place your order at once, while we still have a good supply.

GUARANTY

We guarantee that all bulbs in the Aristocrat collection will be from varieties listed in our catalog at \$3.85 per 100 by variety, and that all size and blooming quality that you would get if you ordered by variety. Bulbs must reach you in good condition or any that do not will be refilled

> WHY should you have more blue in your garden? Because, it makes the other flowers look so beautiful. Note the delightful contrast of the blue and orange made

by Trollius along side Blue Flax be-

3 Trollius \$1.10

(Globe Flower). You will love the incandescent beauty of Trollius-they really seem to glow with their own hidden fire. The color is amazingly beautiful orange-yellow with still richer fluffy stamens. Flowers produced in great masses. Beautifully globular in shape, 11/2 to 2 in. or more across, 1 to 2 feet tall, bloom May to August. Plant them 10 inches apart. Do especially well in a moist and shady location. PRICES: 40c each; 3 for \$1.10; 6 for \$1.85.

Each Flower Dainty and Charming

Blue Flax for \$1.00

Hundreds of Flowers

(Linum perenne.) These delightful flowers seem to bring a bit of the clear blue sky down to you. Each day brings forth new blooms. 18 to 24 inches high. Blooms from May through August. Foliage distinctly bluish. Planting distance, 18 inches. One of the very best of garden flowers. PRICES: 2 for 60c; 4 for \$1.00; 5 for \$1.15; 10 for \$2.15.

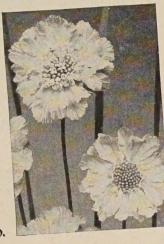
Fine Blooming Size Bulbs tody

A. B. MORSE COMPANY, HORTICULTURAL PRINTERS, ST. JOSEPH, MICH

DollarBargains

Scabiosa \$1.00

You will welcome this pretty blue flower. Flowers large. Grow 18 to 24 inches high, spread 12 inches. Bloom June to September. Very hardy, easy to grow. Plant 12 to 15 inches apart; ordinary soil; ordinary moisture; sun. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



Creeping Phlox \$1.00

(Phlox Subulata). A beautiful blanket of color during April and May. Evergreen mossy foliage.
Grow 4 to 6 inches high. Hardy. Plant 10 inches apart; ordinary soil; ordinary moisture; sun. State whether pink or white wanted. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



8 Dahlias \$1.00

These will bloom just as profusely as many of the higher priced sorts all fine, large, mammothflowering varieties, in beautiful color range, our choice; that is how we can give them to you for such a low price.

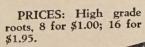
5 Ghost Plants \$1.00

(Artemisia, Silver King.) Looks as if dusted with

silver. Fine background for lower plants of brilliant silver. Fine background for lower plants of primant color. Grows 2 to 3 feet high, spread 18 inches or more.

Plant 18 inches apart; ordinary soil; ordinary moisture;

Figure 18 inches apart; ordinary son; ordinary moisture; sun or shade. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



6 Double Hollyhocks \$1.00

(Althea rosea.) These roselike, double Hollyhocks scarcely look real, they are so pretty. A wonderful background. Hardy, easily grown, mammoth flowering, beautiful! Bloom June and July. We send you an assortment of pink, red, lilac, white and yellow, or you may choose colors.

PRICES: 22c each; 3 for 55c; 6 for \$1.00.





5 Shasta Daisies

(Chrysanthemum maximum.) Large flowers of many snow white petals. Long, midsummer blooming. Grow 18 to 24 inches apart in ordinary soil; ordinary moisture; sun. Bloom 5 for \$1.00.

high. Plant 15 to 18 inches ordinary moisture; sun. Bloom 5 for \$1.00. ing. Grow 18 to 24 inches high. Plant 15 to 18 inches

6 Garden Pinks \$1.00

(Dianthus plumarius.) Blooms nearly all summer. 15 to 18 inches high. Fragrant. Pink, white, red; mixed colors only. Plant 12 to 18 inches apart in ordinary non acid soil; ordinary moisture; sun. PRICES: 25c each; 3 for 70c; 6 for \$1.00.





5 Hardy 'Mums, \$1

Each a different variety, wide color range, not labeled. Pompons, buttons and large flower. ing mixed. Plant 24 inches apart; rich, well-drained soil; ordinary moisture; sun. PRICES: 30c each; 3 for 80c; 5 for \$1.00.

5 Blue Fringed **Daisies** \$1.00

(Erigeron Specio. sus.) Flowers large and violet-blue with yellow

centers. Bloom June and July, 11/2 to 2 feet high. Fine for cutting. Plant 15 to 18 inches ordinary soil; ordinary moisture; sun. PRICES: Field-grown, 30c each; 3 for 80c; 5 for



Formerly \$1.00 per bulb; now 2 for \$1.00-Prize win-



Can you imagine dark red velvet come to life? If you can, then you will want Grand Master. Grand Master is the richest, most striking dark red you ever saw; smooth, soft, and luxurious. The dark, rich red extends deep down into the throat, with no shading excepting a few almost

Florets open many at a time, making a continuous mass of amazing color. Has an enviable record as a prize winner. ing size bulbs, 65c each; 2 for \$1.00; 4 for \$1.85; 6 for \$2.70.

Aquilegias \$1.00

(Columbine.) Aquilegias dance in the sun like pretty ballerinas.
Here is a fine mixture
of Scott Elliott
H y b r i d s in
shades of red,
pink, blue, purple, white and yellow.
Grow 3 feet. Hybrids,
mixed colors only.
Hardy. Plant 15 to 18
inches apart; ordinary like pretty ballerinas.



R. M. Kellogg Co., Three Rivers, Mich.